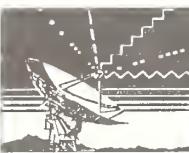


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2681

September 30, 1994

USDA REORGANIZATION -- On September 28, the U.S. House of Representatives passed USDA's reorganization measure. Secretary of Agriculture Mike Espy said, "Passage of USDA's reorganization by the U.S. House of Representatives marks another major step toward reforming a department created in the last century and giving it the ability to better serve Americans in the next century." The U.S. Senate passed a similar measure on April 13, and Secretary Espy looks forward to final passage in the near future. Espy said, "Under reorganization, we will streamline and reinvigorate the department inside and outside of Washington. We will reduce the number of agencies, cut red tape, make programs more user friendly and place a greater emphasis on food safety, nutrition and rural development." Secretary Espy added, "Field offices across the nation operated by various USDA agencies will be combined to reduce overhead and personnel costs and to provide one-stop service for the department's customers. Programs for farmers, long-bound by red tape, will be consolidated into one agency cutting out the bureaucracy."

SIGNING OF COMMUNITY DEVELOPMENT BANK ACT -- Agriculture Secretary Mike Espy joined President Clinton September 23 at the signing of the Community Development Bank Act, which will help bring additional investment capital to urban and rural communities across the country. The legislation sets forth a program of federal support for a wide range of specialized lenders known as community development financial institutions (CDFI) that target the development needs of distressed rural and urban communities. This legislation will assist CDFI's in creating jobs in distressed areas by making credit available and by providing necessary technical assistance for start-up efforts, business expansions and employee-owned companies. The program is funded with an authorization of \$382 million over four years. The funding will be managed by an administrator appointed by the President and advised by a 15-member board. **Contact:** Mary Dixon (202) 720-4623.

USDA REQUESTS COMMENTS ON 1995 UPLAND COTTON PROGRAM -- USDA's Commodity Credit Corporation issued a proposed regulation requesting comments on the 1995 upland cotton Acreage Reduction Program (ARP). Grant Buntrock, executive vice president of the CCC, said "Comments are requested on whether the upland cotton ARP percentage for 1995 should be 5.0, 10.0 or 15.0 percent." These options were based on USDA projections of upland cotton supply and demand estimates as of August, 1994. Other ARP levels could be considered before the preliminary ARP announcement and/or final ARP decision if warranted by changes in the supply-demand outlook. The preliminary ARP percentage for upland cotton must be announced by November 1 and the final ARP percentage by January 1. **Contact:** Bruce Merkle (202) 720-8206.

USDA/DISNEY PARTNERSHIP ON NUTRITION -- USDA and Walt Disney Company announced September 29 that they will join forces in a nationwide media campaign to teach the importance of good nutrition to children. The Disney agreement marks the beginning of USDA's Children's Nutrition Campaign, which will work with other entertainment media to reach children with the Department's eating-for-health message. **Contact:** Neal Flieger (703) 305-2039.

USDA AWARDS GRANT TO HELP CREATE JOBS -- Agriculture Secretary Mike Espy announced September 22 that USDA has awarded \$657,500 to the Lummi Indian Nation to help create jobs for the shellfish hatchery. The Rural Business Enterprise Grant, funded by USDA's Rural Development Administration, will enable the Lummi Nation to renovate an existing shellfish hatchery and provide technical assistance to some 30 area aquaculture farmers. The shellfish agribusiness is a viable component of the American Indian's business, community and livelihood. The Lummi Indian Business Council in Whatcom County, WA, was awarded the RDA grant to help create an estimated 35 direct jobs and save approximately seven more jobs for the Lummi Nation. **Contact: Elwood Patawa (202) 720-2565.**

COMPUTER MODEL "GROWS" SOYBEANS -- Soybean farmer Kenneth B. Hood "grows" soybeans in the winter--on a computer. A crop sprouts every three minutes. Hood, owner of Perthshire Farms in the Mississippi Delta, is one of five soybean farmers pioneering a computer model to simulate the life cycle of a soybean crop. He expects the model to become standard farm equipment soon. The model knows how soybeans grow, having been fed data from years of growing the plants in computer-wired growth chambers. It also has information on the soils the crop is being grown in and on fertilizer use. The only additional information it needs is about the weather. Hood and the other farmers have been reporting yield increases as high as 29 percent, along with labor and water savings, using the program developed by USDA scientists. **Contact: Don Comis (301) 344-2748.**

BONE-IN HAM PRODUCTS RECALLED -- USDA announced September 22 that Wilson Foods Corporation, an Oklahoma City food processing firm, is voluntarily recalling about 30,000 pounds of its "Ham Steak," "Butt Portion," and "Shank Portion" bone-in ham products because the products were undercooked and have the potential of causing serious illness if eaten. These products were distributed to retail food and grocery stores in Iowa, Minnesota, Missouri, Montana, North Dakota, Texas, and Washington. All packages of "Wilson Ham Steak," "Wilson Butt Portion," and "Wilson Shank Portion" with the code "2324D3" or "2534D2" embossed on the label are being recalled. No other Wilson food product is affected by the recall. The company reported the problem to USDA after it discovered that some of the product already shipped to stores may have been undercooked. Consumers with questions about the recall may phone the toll-free USDA Meat and Poultry Hotline at 1-800-535-4555. **Contact Jacque Knight (202) 720-9113.**

1994 NO-NET-COST ASSESSMENTS ANNOUNCED FOR TOBACCO -- USDA's Commodity Credit Corporation announced September 22 that producers of 1994-crop Kentucky and Tennessee dark air-cured (types 35-36) and fire-cured (types 22-23) tobacco must agree to pay assessments on all marketing of these tobaccos to qualify for price support loans. Grant Buntrock, CCC's executive vice president, said the no-net-cost assessment and the 1994 marketing assessment total 2 cents per pound and will be collected from producers on each pound of dark air-cured and fire-cured tobacco marketed during the 1994 marketing season. **Contact: Robert Feist (202) 720-6789.**

FAX -- You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press 1, press 4, then to receive **Broadcasters Letter**, press 9200; radio newsline information, press 9250; TV contents billboard, press 9260; TV scripts, press 9270. After all your selections, then press #, press 3, and press the **start** button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1948 -- Jim Henry looks at some research on how what we eat may affect our blood's ability to clot...and how that may affect our chances of stroke and heart attack. (Weekly cassette -- 13-1/2 minute documentary.)

CONSUMER TIME # 1429 -- Better long range weather forecasts? Preparing for the next fire season; new law could mean more jobs; walking makes better bones for older women; cultural diversity program for young folks. (Weekly cassette -- 2-1/2 to 3 minute consumer features.)

AGRITAPE FEATURES # 1939 -- Agriculture hurting in Haiti; U.S./Canadian grain trade memo signed; U.S. farmers depend on more kinds of bees than just honeybees; computer soybean simulation; farmers in the near future may get better seasonal long range weather forecasts. (Weekly cassette -- news features.)

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newsline carries many stories every day which are not listed in this lineup. Thursday, October 6, aquaculture outlook; Tuesday, October 11, crop/weather update; Wednesday, October 12, U.S. crop production, world agricultural supply and demand (Newsline will change twice on Oct. 12--10:30 a.m. and the usual 5:00 p.m.); Thursday, October 13, world cotton update, hog outlook, world oilseed situation, world agriculture/grain production; Friday, October 14, milk production.

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.
COMREX ENCODED (202) 720-2545**
Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES: Lynn Wyvill reports on small-scale agriculture: sheep farming; DeBoria Janifer reports on purslane research; Patrick O'Leary takes a look at shoreline erosion control, and DeBoria Janifer reports on diet and cholesterol.

ACTUALITIES: USDA meteorologist Norton Strommen on weather and crops.

UPCOMING FEATURES: DeBoria Janifer reports on natural access for groundwater research.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

**Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.**

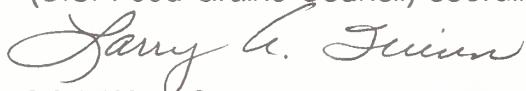
OFF MIKE

WELCOME VISITORS...to our radio and TV facilities here at USDA last week included **Jim Coyle** (KWIX, Moberly, MO), **Gary Wergin** (KFEQ/KSJQ, St. Joseph, MO), **Cyndi Young** (WTAX, Springfield, IL), and **Cindy Cunningham** (National Pork Producers Council, Des Moines, IA). They were attending a legislative seminar here and took time out for a tour and visit with us (**Gary Crawford**, **Brenda Curtis-Heiken**, and me).

NATIONAL 4-H WEEK...is October 2-8. **Vicki Eilers** (WTAD, Quincy, IL), a first-year farm broadcaster who graduated last May from the University of Illinois, has been doing a series of 4-H interviews preparing for next week. She's an 11-year 4-H veteran herself. (I was an Oklahoma 4-H member for 10 years myself.) Vicki tells us that the "10-Mile 4-H Club" in Marion County, MO, just celebrated its 50th anniversary, an impressive history for a local club. About 200 people were there last week to recall their memories of membership.

CORN CROP...is one of the best in years for Kentucky, reports **Allen Aldridge** (Kentucky Ag-Net, Louisville, KY). Corn harvesting is underway there, and soybean harvesting is just beginning, but most tobacco is in the barn. Pastures are dry, and many producers are feeding hay.

FEED GRAINS TOUR...to Vietnam, Malaysia and Indonesia was completed recently by **Kathy Patton** (WIBW & Kansas Ag Network, Topeka, KS) and **Max Armstrong** and **Phil Reed** (WGN, Chicago, IL). They were part of a two-week, 16-member tour to develop new markets for U.S. sales of corn, barley and grain sorghum in southeast Asia. Besides relaying stories back to broadcasters here, Kathy said she produced a series of 10 two-minute reports and three 30-minute radio features. Kathy witnessed a lot of intensive hand labor in Vietnam farm fields, but she said their feed mills were impressive. Feed is transported in bags, not bulk. **Donna Dunn** (U.S. Feed Grains Council) coordinated the tour.



LARRY A. QUINN, Director
Video, Teleconference and Radio Center

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